



Terry E. Branstad
GOVERNOR

OFFICE OF THE GOVERNOR

Kim Reynolds
LT. GOVERNOR

Sept. 4, 2015

Dear Principals,

Your work to provide a globally competitive education for Iowa students is critical to prepare them for tomorrow's careers. An increasingly knowledge-driven economy means a college degree or other industry-recognized credential is now the "new minimum" to succeed. That is why we invite your school to participate in the College Application Campaign, which will benefit your 2015-2016 graduating class.

College and financial aid applications can be intimidating, particularly for low-income and first-generation students. As part of a statewide effort to increase college access and success, the Iowa College Student Aid Commission has developed a [Three Step Process](#) for schools to help seniors apply and enroll in two- or four-year colleges or career training, and to access available financial aid. With more support at school, many more students will make it to college or training after graduation.

More than 60 Iowa high schools registered to participate in the statewide Iowa [College Application Campaign](#) last year—the first step in the Three Step Process. Throughout October, students are given the opportunity to complete at least one college application during the school day with assistance from college and community volunteers. Feedback from students who participated in the past found that without the encouragement and support at these events, many likely would not have applied to college. School administrators and counselors also gain better data about the college-going rates of their students, including which students have or have not applied to college, where students applied, and whether they have completed the Free Application for Federal Student Aid, known as FAFSA.

Thank you so much for considering participating this fall in Iowa College Aid's College Application Campaign. Please go to their website, www.iowaCollegeAid.gov to begin the Three Step Process no later than Friday, Sept. 18, 2015. Your school's participation will help Iowa strengthen our talent pipeline to assure students are prepared for the careers they deserve and that businesses can hire the skilled employees they need.

Sincerely,

A handwritten signature in blue ink that reads "Terry E. Branstad".

Terry E. Branstad
Governor of Iowa

A handwritten signature in blue ink that reads "Kim Reynolds".

Kim Reynolds
Lt. Governor of Iowa